A Comparative Study of Consumer Behaviour Related to Essential Products and Luxury Products with Special Reference to Latur District

Synopsis of Ph.D. Thesis

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Introduction:

We know the consumer is the king of market. Generally the whole business market is depending upon the consumer based activities. In each and every activity the final consumer is the most important element in the market. Can you imagine if there is no consumer? We can't. Because of in the absence of consumer we can't operate the cycle of market. Consumer is the last element who actually consumers the goods which are produced by manufacturer or producer. Hence, to completion of the market chain or in the fulfillment of the activities of market cycle the consumer plays a vital role.

Basically consumer behaviour means it is a study of Individual or group or organisation and all the activities which are associated with the purchase intension, use and disposal of goods and services, and how a consumer's emotions, perception, attitude and preference affect the buying behaviour. If consumer thins about the essential products and luxury product, the first preference goes to the purchase the essential goods this one is the general thinking about the consumer.

"Consumer behaviour is the actions and decision processes of people who purchase goods and services for personal consumption (Engel, Blackwell and Mansard)"

Consumer behaviour is the study about the individual customers, groups or organisations to select, purchase, use and dispose ideas about goods and services to satisfy their personal needs and wants. So basically is refers to the actions of the consumers in the marketplace.

"Consumer behaviour is the decision process and physical activity, which individuals engage in when evaluating, acquiring, using or disposing of goods and services (Louden and Bitta)"

Latur Background:

Latur has an ancient history. Ratnapur is the old name of Latur in the ancient history. Latur is a district in Maharashtra state of India. The Latur District comes under

Marathwada region of Maharashtra. Latur district includes 10 Talukas particularly Ahmedpur, Ausa, Chakur, Deoni, Jalkot, Latur, Nilanga, Renapur, Shirur Anantpal and Udgir. Total Number of Villages in Latur District are 948 (2011 Census) and the population number is 245419 as per census of 2011. The area occupied by the Latur District is 7157sq.km.

Need of Study:

It is the most important fact to know the consumer psychology while at the time of purchasing the products which are categorised as essential and luxury. Now it's time to search on the fact of consumer buying behaviour. In this global market if seller doesn't know the consumer psychology related to his goods and services then he will be become a looser in the market. So that's why to gain the actual ground level information related to my topic I choose this subject for my future work. Consumer's behaviours are affected by some components like cultural factors, conception factors, civil components and psychological factors. So that's why there is need to recognized these factors by the marketers for recognizing the consumers and to be capable to market a determination on the course of actions for what type of buyers be target. Hence, these components are using for segmenting the market and determine the actual consumer groups.

Now in today's generation the variety of product has been always changed by the consumer. So this content is more dangerous to the producer and hence producer or manufacturer of the products has to decide the consumer preference, consumer interest, his likes and dislikes. "All consumers are customers but not all customers are consumers." This statement tells us the ultimate consumer. There is preference to buy the necessary goods and luxury goods, which is created by the society hence to know the actual buying behaviour of the consumer related to the necessary and luxury products. The researcher has to formulate the comparative study on the following topic "A comparative study of Consumer Behaviour related to Essential Products and Luxury Products with Special reference to Latur District."

Objectives of Study:

1) To find out the actual relationship between consumer psychology regarding towards essential products and luxury products.
2) To study the market situation about the essential and luxury products.
3) To gain the knowledge regarding the various essential products and luxury products.
4) To identify the important element of market either essential goods or luxury goods.
5) To search an actual consumer purchase intension about luxury goods
6) To know the factors affecting on the consumer behaviour in the market
7) To give suggestion on the basis of responses.

Hypothesis of the study:

1) The consumers always give preferences towards the essential goods as comparative to luxury goods
2) Whenever consumer personal income increases at that time his preference may be changed and it goes towards purchase the luxury goods
3) Due to low income consumer only concentrate on fulfillment of basic needs and he only prefer to purchase the essential products.
4) Higher income group preference goes toward purchase a luxury goods
5) Essential goods are more important to survive the life than luxury products

Significance of the study:

Now in the current era, the marketing of product is very tough due to change in customer or consumer preference, like, dislike, taste, fashion, trends and views. The researcher wants to know the comparative analysis between necessary(essential) products and luxury products. What should be produce by the producer which leads to the profit maximisation of the business this is also a fact. Study about different dimensions of marketing of products are also a part of study that's why this research help to study

regarding to all aspects of the consumer behaviour, marketing management, factors affecting on consumer behaviour as well as market. Hence, this research significant.

Scope and Limitation of Study:

This research has some scope and limitation towards work on that. The geographical boundaries of Latur district (Maharashtra) have been determined for research work. The population of Latur district will be considered for the research. The following content gives the details about the scope and limitation towards research:

Geographical Scope: The geographical scope of the study will be Latur district of Maharashtra state which includes 10 Talukas: Ahmedpur, Ausa, Chakur, Deoni, Jalkot, Latur, Nilanga, Renapur, Shirur Anantpal and Udgir.

Operational Scope: This research will consider the actual consumer behaviour towards necessary goods and luxury goods. It differentiates the study between these two aspects. The study will be considered the factors affecting on the consumer behaviour related to necessary and luxury goods and also the recent trends in the consumer behaviour.

Periodical Scope: The period for the research will be 2021-22 to 2024-25.

Limitation: The research is limited to selected essential products which are generally used by consumers and some luxury goods. The study towards behaviour of consumer is a very challenging and tough because consumer always changes his preference according to the situation. So some geographical and mental/psychological barriers are the limitation of the study.

The Essential Products includes - Food and related items, Milk, Water, Electricity, Clothes and Medicine.

The Luxury Products includes - Electronic Products (Mobile Phones, Laptops, Tablets), Two Wheeler and Four Wheelers, Air Conditioner, Refrigerator, Gold, Branded Products.

Review of the Literature:

Review paper on factors influencing Consumer Behaviour: Ahmad Hosaini, Dr. Kuldeep Chand Rojhe (May-June 2020) Studied and concluded that, Consumer behaviour refers to process in which consumer select, buy and utilize of products and services to meet consumers needs and desires. Consumer satisfaction gets the significant goal of business enterprise. The most essential that to ensure consumer fulfillment lies In the recognizing of the consumer, his likes and dislikes, his expectation and encouragement, in short undertaking of consumer behaviour. So we have to find the clear requirements of consumers. There are different elements that effects on consumer behaviour. As the Change comes in these elements, consumer behaviour also changes such as Demographic Factors, Social Factors and Cultural Factors.

Kanupriya , Dr. Rita Anupreetkaur (2016) said in their Study about the consumer behaviour for online shopping have stated that e-commerce means buying and selling of products and services over electronic systems such as the internet and other computer networks. They put forth the advantages of online shopping according to the respondents 24 hours of availability of online store is playing vital role in attracting consumers. They tried to study preliminary assessment, evaluation and understanding of the characteristics of online shopping. An effort has been made to investigate online consumer behaviour, which in turn provides E-marketers with a constructional framework for fine-tuning their E- businesses' strategies

Dr. YakupDurmaz (2014): The researcher tries to investigate how cultural factors affect on consumer buying behaviour. As per the opinion of researcher consumer behaviour is influenced not only by consumer personalities and motivations, but also by the relationship within families. Family is a social group and it can be considered the cornerstone of consumers so it has a crucial place in the perception of marketing. Marketers closely interested in this issue to know the family which changed and renewed in course of time. It provides a tremendous advantage for a marketer to know the Family

structure and its consumption characteristics. The researcher conducted a survey on 1400 people from the different parts and concludes that cultural factors do have its long lasting impact on the consumption decisions of the consumers.

Subadra S, Murugensan K M & Ganapathi R (2010) studied "Consumer Perceptions & Behaviour" opined in that consumer behaviour consists of all human behaviour that goes in making purchase decision. An understanding of the consumer behaviour enables a marketer to take marketing decisions which are compatible with its consumer needs. These are four major classes of consumer behaviour determinants & expectations, namely, cultural, socioeconomics, personal & psychological. The socioeconomic determinant of consumer behavior consists of age, marital status, occupation, education, income, family size etc. It is said that yesterday's luxuries are today's necessities. Hence in this digital world, car is longer a luxury. There are certain attributes of the product which are identified as influencing the buying decision of & satisfying the consumers.

Bhattacharya S, Mitra S (2010) studied & concluded that, the impact of brand on consumer behaviour of 100 male & 100 female inhabitants in Kolkata city, after detailed investigation they observed that, the impact of brand on consumer behaviour is more significant among the female group than that of the male group. Brand name, Brand loyalty & symbolic meaning were the reasons behind the difference as opined by the respondents selection of products & shopping experience were more predominant among the female group than that of the male group, it was also stated that the less the monthly income of the family the more the impact of brand on consumer behaviour.

Pandey A C & Pandey MK (2013) studied impact of lifestyle on brand preference of consumer behaviour & concluded that same of the factors have major role in the changing of buyer's behaviour. There was a significant relationship between gender & insistence on specific brand by consumers for consumer durables at every purchase; secondly there was no significant relationship between gender & place of purchasing consumer durable.

Luxury is defined as the highest level of prestigious brands along with the physical and psychological values attached to it ***(Vigeneron and Johnson, 1999) According to kastanakis and Balabanis (2014)*** Consumers buy luxury goods for social status or to impress others along with the personal and hedonic characteristics associated with luxury goods.

Dr. Sanjay Hooda. Mr. Sandeep Agarwal (2012) concluded that there is no significant difference between internet suffering & gender of the respondents. A positive relation exists between monthly income, occupation and purchase decision of the re respondents. Person with higher income group usually have little time to go and purchase products/services from tradition shops because of their busy schedule. Hence in order to save time they trade online.

Research Methodology:

The methods the researchers use in performing research operations. Methods which are used by the researcher during the course of studying his research problem are termed as research methods. Research Methodology is a way to systematically solve the research problem. It may be understood as a science of studying how research is done scientifically. A researcher not only need to know how to develop certain indices or tests, how to calculate the mean, the mode, the median or standard deviation (SD) or chi - square, how to apply particular research techniques, but they also need to know which of these methods or techniques, are relevant and which are not, and what would they mean an indicate.

Research Design:

This research is a descriptive in nature because the primary data will be collected by using the survey method such as Questionnaire and Interview. The descriptive research is used to measure the preferences of consumers and other similar data. The main goal of this research is to gain the information related to consumer behaviour towards essential and luxury products.

Data collection:

The following methods will be adopted for data collection.

Primary Data:

The Primary data are those which are collected a fresh and for the first time and thus happen to be original in character. There are several methods of collecting primary data, particularly in survey and descriptive researchers. These are: Observation Method, Interview Methods (Personal Interview, Telephone Interview), Collecting of data through Questionnaires, Collecting of data Schedules. The primary data will be collected by using the structured questionnaire and interview from consumer.

Secondary Data:

The Secondary data are those which have already been collected by someone else and which have been passed through the statistical process. The researcher would have to decide which sort of data he would be using for his study and accordingly he will have to select one. The secondary data will be collected from the secondary data books, journals, websites, magazines, newspapers, government records, blogs, published sources, publication of government, report prepared by research scholars and publication of various association.

Research Instruments:

The structured questionnaire will be considered as a main instrument to collect the primary data. Structure questionnaire will be framed after the discussion with supervisor. Analysis of primary data will be done through SPSS software and MS Excel. There are various statistical tools and techniques like percentage, chi-square test, F-Test, T-Test, ANNOVA (If applicable), analysed data will be represent in thesis with the help of charts, graphs, diagrams etc.

Sampling Method:

The researcher has selected the sample from random sampling method and data will collect with the help of a structured questionnaire.

Sample Unit:

The Latur District includes 10 Talukas, from each Talukas 50 Consumers research survey will be collected as per the structured questionnaire.

Chapter Scheme:

The present research work will be divided into following chapters

No. of Chapter	Name of Chapters
Chapter 1	Introduction
Chapter 2	Research Methodology
Chapter	Review of Literature
Chapter 4	A comparative study of consumer behaviour related to essential and luxury products
Chapter 5	Analysis and Interpretation of Data
Chapter 6	Findings and Conclusion (Bibliography)

The above chapter scheme is tentative.

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